

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee Conference Call

December 21, 2016; 9:00 a.m.

### Committee Members Participating:

Antonio Dominguez       Mark Van Mersbergen       Loren Kimura  
 Eric Larson       Nicki Briggs       Brad Rader  
 Jonny Paris

### Others Participating:

Tom Krugman       Allison Beadle       Hakim Fobia

x = participating      o = absent

#### A. Establish Quorum

The meeting was called to order at 9:05 p.m. by Antonio. A quorum was not present but Antonio asked that Tom and Allison to continue with their presentation.

#### B. Program Update

Allison had recently had a conversation with the RD responsible for marketing programs at the American Frozen Food Institute (AFFI) about potential opportunities for the Council's future participate with the organization. Allison and one of her Team members would attend AFFI-CON in San Diego next March to evaluate the show for its potential to reach not only importers, but food manufacturers and food service operators. Eric noted that Sunday through early Tuesday are the best networking times, and that he will help Allison plan her time there. Allison will also reach out to Jennifer and Brad for their experiences.

She went on to discuss the ongoing USDA nutrition analysis for frozen raspberries, noting that some additional analysis was being completed to confirm fiber and trace mineral levels. Once this is completed, Britt will prepare a manuscript for publication.

The Council's Social Media program continues to grow, with current activities designed to build the community of raspberry followers. The Family Traditions video was being used to showcase the industry.

The NPRC Ambassadors program will launch immediately after the first of the New Year. Ambassadors have been identified who have strong following and readership, and are key influencers.

Mark asked how the Council was on turning interest in products as identified during farm tours and shows, into demand for product. Allison answered that following the Boston College event

and FNCE, the Team had responded to questions on nutrition information and product handling, the first step before samples are provided. The end of the year is a quiet time, but the Team will be re-visiting these contacts after January 1. The committee was also reminded that it is a long term process with samples to be evaluated in company's own test kitchens the next step in a process that can take over a year. The Team recognizes the need to work on identified contacts while expanding the trade program's reach to new audiences. In FY 2017, the Council will participant in shows such as Institute of Food Technologists, where product developers are the primary attendees.

The report concluded with an update on the Strategic Plan. Tom, Allison and Nuffer Smith Tucker have been exchanging information and have talked by phone multiple times to flesh out the Plan outline that had been presented to the Council at its November meeting. Measurable objectives were being developed, along with tactics that support the priorities. Allison noted the Team would be meeting in early January followed by a meeting between Tom, Teresa, and herself, and that a draft would be ready shortly thereafter to submit to the Council for review.

**C. Next Call; Adjourn**

With no further discussion, the next committee conference call was set for Wednesday January 18. Antonio thanked committee members for their participation throughout the year. The call concluded and was adjourned at 9:45 a.m.